

SWEET SUCCESS 2020

YWCA ST. PAUL

Sweet Success is an annual celebration and fundraiser honoring the outstanding achievements of YWCA program participants and volunteers. The event includes a social hour, awards ceremony and inspiring stories of hope, perseverance and, ultimately, sweet success.

SWEET SUCCESS
MAY 28, 2020
UNIVERSITY OF ST. THOMAS

YWCA St. Paul is eliminating racism and empowering women.

BACKGROUND

Our programs advance racial equity by helping low-income individuals and families overcome barriers to access and achieve success in areas characterized by significant racial disparities.

- In 2018, our social services programs served more than 1,000 families. Nearly all (97%) were categorized as low-income and 94% of these individuals were people of color. Nearly three-quarters (72%) of our participants were female.
- Our Housing & Supportive Services programs help address the critical need for affordable housing in St. Paul and beyond.
- Our Employment & Economic Development programs provide pathways to new skills that reflect trends in the job market.
- Our Youth programs provide safe spaces for young people to connect and grow.
- Our Health & Fitness Center (HFC) empowers members of all ages to reap the myriad benefits of physical activity while forming connections with their neighbors.
- Our community events, from community conversations on divisive issues to educational workshops on issues of social justice, help inform and bring people together to advance equity and strengthen our communities.



INVITATION

Each year at Sweet Success our community speaks with their dollars and tells us that YWCA St. Paul's programs are vitally needed in our community. Over 3 years, we've raised \$236,626 for programs that build people up and break barriers down.

YWCA St. Paul donors know that their gifts are an investment in our mission and in a community that is more equal and more just for everyone. We hope that you will join our esteemed donors and sponsors in supporting our mission and celebrating Sweet Success.



ATTENDEE TESTIMONIALS

"The event reinforced my perception of the strength and the need for the YWCA St. Paul."

"I'm so happy to be a member of the fitness club and hope that it will continue to contribute to the other fine programs."

AVERAGE EVENT INFO

400+ Attendees

71% Female

42% aged 45–64,

42% aged 65+

Over **22** sponsors contributed **\$31,600**

Thanks to the generosity of our sponsors, **100%** of event proceeds directly support YWCA St. Paul programs.



PARTNERSHIP OPPORTUNITIES

ESTIMATED IMPRESSIONS:
4,490+

Emails: 1,700 views; Invitations: 1,000; Event web page: 750 annual visits; Social Media: 540 impressions; Event attendees: 400+; Annual report: 100+

	Premier \$7,500	Presenting \$5,000	Supporting \$2,500	Allied \$1,000
PUBLIC RECOGNITION				
Logo recognition in all printed materials for the event*	✓	✓	✓	✓
Logo recognition in all press releases and marketing materials (including digital)	✓			
EVENT RECOGNITION				
Logo recognition in event program and slideshow	✓	✓	✓	✓
Ad in program	Full-size	Half-size		
Verbal recognition at the event	✓			
Name displayed on table at event	✓			
Tickets to the event	16	12	8	4
YWCA ST. PAUL PUBLICATIONS				
Name in Annual Report	✓	✓	✓	✓
Logo recognition in YW News	✓	✓	✓	✓
Linked logo on website at least 3 weeks prior to event	✓			
Linked logo on website at least 2 weeks prior to event		✓		
Linked logo on website at least 1 week prior to event			✓	✓
Social media recognition	✓			
ADDITIONAL OPTIONS				
Quarter-size Ad in Program \$250	Quarter-sized ad will run in event program.			

YWCA St. Paul is a 501(c)(3) nonprofit organization. Donations are tax deductible to the fullest extent allowed by law. EIN: 41-0693892. The State of MN allows a deduction for charitable contributions (50% over \$500.00 up to a max of \$12,000) to taxpayers who do not itemize on their federal return. MN statute M.S.290.0132, subd.7.

*Logos must be received in an .eps file type. Files must be received by March 4, 2020 for inclusion on event invitation.

JOIN US.

If you would like to join our mission to eliminate racism and empower women, visit ywcastpaul.org/sweetsuccess/sponsor. Questions? Contact Michelle Daniel at 651-265-0722 or MDaniel@ywcastpaul.org.

Sponsorships must be completed by March 4, 2020 (including delivery of a logo in an .eps file type) for inclusion on event invitation.

If you are unable to sponsor Sweet Success, please consider making a donation to support YW's valuable work.

THANK YOU!

Your support makes a difference in the lives of women, children and families served by YWCA St. Paul.



“My children are safe and able to be the playful children they should be able to be. I’m so thankful for everyone who has supported me throughout this journey, including YWCA St. Paul.”

Junise, who shared her story at Sweet Success 2019, moved into YW's Transitional Housing program with her children after leaving a domestic violence situation. With a roof over their heads, Junise filed an order for protection against her husband as she started the divorce process, earned a 4.0 GPA while earning her medical administrative assistant certificate, and found a job at a medical call center.